Launching of children's channel by Chennai-based Pentamedia Graphics Ltd.

2202. SHRI RUMANDLA RAMACHANDRAIAH : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether the Chennai-based Pentamedia Graphics Limited was to launch its children's channel Splash in the second week of September;

(b) if so, the main features of this channel;

(c) whether the channel with youth between 4 and 14 years as the target viewers, will air programmes including tutorial inputs; and

(d) if so, to what extent this channel has been welcomed by the children in the country ?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ) : (a) to (c) M/s Intelivision Ltd., a wholly owned subsidiary of Pentamedia Graphics Ltd., have launched Splash satellite TV channel on 18th October, 2001 as a free-to air service. The company has informed that this 24 hour channel will entertain, educate and inform school going children. The target group of this channel is the school children in the age group of 4 to 14 years. The channel is already providing "edutainment" programmes and in the future it proposes to add programmes covering a wide range of subjects from tutorials to informative programmes.

(d) The Government does not maintain such information about private TV channels.

Development of infrastructure for film making

2203. SHRI SANTOSH BAGRODIA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that smaller countries have developed wonderful infrastructure for film making which attract film makers from all corners of world including India to shoot their films at these places thereby generating huge foreign exchange; and

(b) the steps taken by Government in this regard ?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ) : (a) and (b) According to information collected by National Film Development Corporation Limited (NFDC), film makers from India are going to smaller countries like Mauritius, Singapore, etc. for location

shooting but not for utilizing "infrastructure" available in these countries. The Indian film industry has world-class studio and laboratory facilities for film making, available at various centres with the country. The Indian film industry is also capable of absorbing the rapid technological changes in this field.

Coverage of Indian Culture by Doordarshan

†2204. SHRI JANESHWAR MISHRA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that Doordarshan is working against the Indian culture through its cable transmission and advertisement;

(b) if so, the details thereof;

(c) the steps being taken by Government to promote our culture; and

(d) whether it is also a fact that we have no policy to maintain our culture ?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ) : (a) to (d) The policy followed by Doordarshan in programme planning is to promote the cultural heritage of the country in its diverse forms and to inform, educate and entertain the public, as per its mandate. The programme content is also required to conform to the programme and advertising codes of Prasar Bharati.

Income through advertisements

†2205. SHRI RAM JETHMALANI : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that advertisements on Television and All India Radio are the major source of income; and

(b) if so, the details of income earned by both the media, separately, through advertisements during the years 1998-99, 1999-2000 and 2000-2001 ?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ) : (a) Yes, Sir.

---

† Original notice of the question was received in Hindi.